BTEC Assignment Brief

Qualification	Pearson International Level 3 Diploma in Music Pearson International Level 3 Extended Diploma in Music Applicable to both Music and Music Production pathways
Assessment unit number and title	D10: Using Material for Self-promotion and Networking
Assessment objectives	1. Define and plan self-promotional material in relation to networking opportunities 2. Select and create content for self-promotional material 3. Present self-promotional material for planned opportunities
Assignment title	Promote Yourself!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	A new global talent agency that plans to represent musicians, composers, producers, DJs and sound engineers all over the world is on the lookout for new talent. In order to be considered for representation by the agency, you must send them a portfolio of self-promotional material so that they can see if you have the skills they are looking for.
Task 1	You should assemble a portfolio of self-promotional material in an appropriate format (for example a website, social media page, physical assets) that summarises your musical skills and experience and showcases your best musical work. Your self-promotional material might include: • a portfolio of contrasting performance, composition or production work • photographs, videos, posters or artwork representative of your musical identity • information about you, including your skills, musical experience, credits and networks • testimonials and recommendations from artists you have worked with • links to online content and social media. You should be creative with how you present your promotional material and demonstrate an understanding of current industry practice. Your material should be easy to navigate and use professionally appropriate language to create a positive impression with the audience.

Pearson BTEC

Checklist of evidence required	Portfolio of self-promotional material (physical and/or online) consisting of both audio and visual assets, presented in keeping with industry practice.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria:
D10.P1	Learners present material that shows an understanding of audience and networking potential, using appropriate links and language for their specialism and audience.
D10.M1	Learners present material that shows a full understanding of audience and networking potential, with clear consideration of purpose, using links and language that produce the intended result for their audience.
D10.D1	Learners present material that shows a thorough understanding of audience and networking potential with a far-reaching consideration of purpose, using professional language and links that produce a positive impression for the audience.
D10.P2	Learners present musical content that shows adequate musical skills within their specialism.
D10.M2	Learners present musical content that shows capable musical skills and clearly links to networking opportunities.
D10.D2	Learners present musical content that shows musical skills that demonstrate a proficient level of ability and extensive consideration and links to networking opportunities.
D10.P3	Learners present material that includes most of the vital content for self-promotion and networking, and it is presented in an appropriate medium and style.
D10.M3	Learners present material that includes all vital content for self-promotion and networking and is logical and coherently presented.
D10.D3	Learners present material for self-promotion and networking that is comprehensive in content, presented in a creative manner and is easily navigated, to a near-professional standard.

Sources of information to support you with this Assignment	**Books** Music Business Facts (Podcast – available on iTunes and Stitcher) Music Marketing Manifesto (Podcast – available on iTunes) Baker, B, *Guerrilla Marketing*, Encore Edition (first edition), Spotlight Publications, 2014, ISBN-10: 0971483833 Byrne, D, *How Music Works* (main edition), Canongate Books, 2013, ISBN-10: 0857862529 Herstand, Ari, *How to Make it in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician* (first edition), Liveright, 2017, ISBN-10: 1631491504 King, M, *Music Marketing: Press, Promotion, Distribution and Retail* (first edition), Berklee Press Publications, 2009, ISBN-13: 9780876390986

Pearson BTEC

	Spellman, P, *Self-Promoting Musician: Strategies for Independent Music Success* (3rd edition), Berklee Press Publications, 2013, ISBN 970876391396 **Websites** www.musicglue.com www.musicweek.com www.newartistmodel.com

Pearson BTEC